

1. Record Nr.	UNISA990003536990203316
Autore	DE VITA, Maria Carmen
Titolo	Giuliano imperatore filosofo neoplatonico / Maria Carmen De Vita ; prefazione di Franco Ferrari
Pubbl/distr/stampa	Milano, : V&P, 2011
ISBN	978-88-343-2039-6
Descrizione fisica	421 p. ; 22 cm
Collana	Pubblicazioni del Centro di ricerche di metafisica , Temi metafisici e problemi del pensiero antico ; 121
Disciplina	186.4
Soggetti	Giuliano, Flavio Claudio <imperatore romano> Filosofia
Collocazione	II.1. Coll. 70/ 48
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNISALENTO991003631289707536
Titolo	Konkordanz zu den Satiren des Persius Flaccus / herausgegeben von P. Bouet ... [et al.]
ISBN	3487066576
Descrizione fisica	280 p. ; 24 cm
Collana	Alpha-omega. Reihe A, Lexika, Indizes, Konkordanzen zur klassischen Philologie ; 36
Altri autori (Persone)	Bouet, Pierre
Soggetti	Persio Flacco, Aulo. Satirae Concordanze Persio Flacco, Aulo. Satirae Concordanze
Lingua di pubblicazione	Latino
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Bibliografia: p. 9-24

3.	Record Nr.	UNIORUON00264750
	Autore	SPIKE, John T.
	Titolo	Caravaggio / John T.Spike ; with the assistance of Michèle K.Spike
	Pubbl/distr/stampa	272 p., tav., : ill. ; 35 cm
	ISBN	07-89206-39-0
	Edizione	[New York]
	Descrizione fisica	Contiene un catalogo delle opere su CD-ROM.
	Disciplina	759.5
	Soggetti	CARAVAGGIO <Michelangelo Merisi da> - Biografia - 1571-1610
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
4.	Record Nr.	UNINA9910810706603321
	Autore	McKean John <1956->
	Titolo	Customer's new voice : extreme relevancy and experience through volunteered customer information / / John McKean
	Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Incorporates, , 2015 ©2015
	ISBN	1-119-01709-2 1-119-00420-9 1-322-19899-3
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (346 pages)
	Disciplina	658.8/343
	Soggetti	Customer relations Consumer behavior
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Bibliographic Level Mode of Issuance: Monograph
	Nota di bibliografia	Includes bibliographical references and index.

Find out how to reap the benefits of motivating and engaging the new, direct customer voice The Customer's New Voice shows businesses how to motivate and transform directly volunteered consumer knowledge into profitable insights, enabling a new echelon of marketing relevancy, customer experience, and personalization. With a deep look at the inner workings of how a modern generation of business innovators are tapping into the fresh opportunities with the customer's new voice, this book describes how businesses are transforming "inference-based" predictions of purchase intent with direct consumer knowledge of their actual intentions and buying context. The result: An untouchable/unprecedented level of offer relevancy, experience, and personalized service levels. Those offers range from the most basic app model of "Give me your physical location, we'll find the best Thai restaurant near you, and give you an instant coupon" to a more complex model such as an Electric utility value proposition: "We'll give you discounts to charge your Prius during certain times to help us optimize our grid efficiency while allowing Toyota to monitor and optimize your battery to enable Toyota's R&D and customer experience enhancement." Forty case studies detail proven approaches for directly engaging the new consumer, showing companies how to take advantage of rapidly evolving personal technology—smart phones, homes, vehicles, wearable technology, and Internet of Things—and the new sharing culture to collect the higher value "intentionally/discretionarily" shared information. Readers gain access to a robust tool set including templates, checklists, tables, flow diagrams, process maps, and technical data schematics to streamline these new capabilities and accelerate implementation of these transformational techniques. Ninety percent of the data that businesses use to determine what they sell or how to personalize a customer experience results from consumers unintentionally volunteering "indirect" data; however, this type of data has less than 10 percent accuracy. This low effectiveness also necessitates up to 70 percent of a business's cost infrastructure. Direct consumer knowledge is now available and boasts up to 20-50 percent accuracy, yet businesses remain anchored in the old "indirect" competencies. This book helps companies integrate compelling sharing motivators and controls for consumers to feel motivated and safe about directly sharing their product and exp...

5. Record Nr.	UNINA9910147109403321
Titolo	Mitteilungen der Arbeitsgemeinschaft fur Archäologie des Mittelalters und der Neuzeit
Pubbl/distr/stampa	[Germany], : Arbeitsgemeinschaft fur Archäologie des Mittelalters und der Neuzeit, [1993-2001]
ISSN	1619-1471
Soggetti	Archaeology, Medieval - Europe, German-speaking Archaeology - Europe, German-speaking Archaeology - Germany Archaeology Archaeology, Medieval Periodicals. Deutschland Archäologie Zeitschrift Geschichte 500-1800 German-speaking Europe Germany
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Periodico